ZUI CHENG

CONTACT INFO

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EDUCATION

Purdue University, West Lafayette, IN, USA
College of Education, Department of Curriculum and Instruction

Ph.D. in Curriculum and Instruction   **Dec 2019**

Program: Learning Design and Technology
Advisor and Chair of Committee: Dr. Tim Newby
Dissertation Topic: Instructional Digital Badge: A Solution to Improve
Learning Performance and Facilitate Goal-Setting

Purdue Qualitative Research Certificate   **Aug 2019**

Certificate Program Advisor: Dr. Stephanie Zywicki

Columbia University, New York, NY, USA
Teachers College, Department of Mathematics, Science & Technology

M.A. in Communication and Education   **May 2015**

Area of Concentration: E-learning and Digital Literacy

Shenzhen University, Shenzhen, China
College of Communication, Department of New Media

B.A in Mass Communication
Minor in English Literacy   **June 2013**

Area of Concentration: New Media Studies

PUBLISHED PEER-REVIEW JOURNAL ARTICLES

Cheng, Z., Richardson, J. C. & Newby, T. J. (2019). Using open digital badges as goal setting facilitators: A multiple case study. *Journal of Computing in Higher* Education. Advance online publication. Doi: 10.1007/s12528-019-09240-z (Impact Factor: 1.870)

Newby, T. J. & **Cheng, Z** [corresponding author]. (2019) Instructional digital badges: effective learning tools. *Educational Technology Research and Development.* Advance online publication. Doi: 10.1007/s11423-019-09719-7 (Impact Factor: 2.115)

Richardson, J. C., Alshammari, A. N., Ashby, I., **Cheng, Z.**, Heo, D., Johnson, B. S., Krause, T., Lee, D., Randolph, A., & Wang, H. (2019). Building successful collaborative relationships between faculty and instructional designers. *Educational Technology Research and Development.* 67(4), 855-880. Doi: 10.1007/s11423-018-9636-4 (Impact Factor: 2.115)

Cheng, Z., Watson, S. L., Watson, W., Janakiraman, S. (2019). Attitudinal learning in large-enrollment classrooms: A case study. *TechTrends*. Advance online publication. Doi: 10.1007/s11528-019-00462-7 (Impact Factor: 1.17)

Cheng, Z., Watson, S. L., & Newby, T. J. (2018). Open digital badges and goal setting in higher education. *TechTrends*. *62*(2). 190-196. Doi: 10.1007/s11528-018-0249-x (Impact Factor: 1.17)

PUBLISHED BOOK AND CHAPTERS

West, R. E., Newby, T. J., **Cheng, Z**. & Clements, K. (In Press). Acknowledging All Learning: Alternative, Micro, and Open Credentials. In M. J. Bishop, E. Boling, J. Elen, & V. Svihla (Eds.), *Handbook of Educational Communications Technology* (5th edition).

PUBLICATIONS IN THE REVIEW PROCESS

Janakiraman, S., Watson, S. L., Watson, W., **Cheng, Z**. (2019). Creating environmentally conscious engineering professionals through attitudinal instruction: A mixed methods study. *Journal of Cleaner Production.* Manuscript submitted for publication.

RESEARCH EXPERIENCE

College of Education, Purdue University, West Lafayette, IN

Research Project Manager   **Jan 2019 – Present**

- Led research group discussions
- Prepared meeting agenda
- Created goal-setting strategic plans
- Monitored research projects

College of Education, Purdue University, West Lafayette, IN

Graduate Student Research Lead   **Sep 2015 – Dec 2019**

- Led digital badges and motivation research group
- Mentored research assistants
- Designed research studies
- Designed instruments and interventions
- Collected data using qualitative and quantitative methods
- Organized and analyzed data
- Wrote journal manuscripts
- Submitted manuscripts for publications

Research Projects:
- Open digital badges and motivation

- Attitudes change and active learning
- Problem solving and online discussion

Teachers College, Columbia University
Human Robot Interaction and Learning Laboratory, New York, NY
Graduate Student Researcher **Sep 2013 – June 2015**
- Facilitated data collection process
- Analyzed quantitative and qualitative data

Research Project: Teaching 9th Graders Mathematics with Robots

Learning Center of Mass Practice, Shenzhen University, Shenzhen, China
Student Researcher **Sep 2011 – June 2012**
- Collected and analyzed qualitative data
- Wrote academic reports

Research Project: A Multiple Case Study of Animation Industry in Shenzhen

TEACHING EXPERIENCES

[Graduate Level]
Purdue University, West Lafayette, IN
Co-instructor **Jan 2019 – May 2019**
Course: Advanced Instructional Design Theory (FTF)
- Course design and improvement
- Led class discussions
- Provided feedback to assignments

Instructor **Summer 2016 - 2018**
Course: Educational Technology for Teaching and Learning (FTF and Online)
- Planned and developed course content
- Demonstrated examples
- Led class activities
- Presented subject contents
- Provided individual project guidance
- Graded student work

[Undergraduate Level]
Purdue University, West Lafayette, IN
Lead Teaching Assistant **Sep 2016 – Present**
Course: Introduction to Educational Technology and Computing
(Hybrid and online)
- Collaborated with instructor on course design and improvement
- Led weekly teaching assistant meeting

- Administrated LMS
- Mentored novice teaching assistants
- Taught weekly lab session
- Created and implemented weekly lab instructional activities
- Graded all digital and written assignments
- Met with students upon request

[K-12 Level]
Haibin Experimental Primary School, Shenzhen, China
ESL Teacher **Summer 2015, 2016**
Course: English 101 (FTF)
- Taught 5th graders English speaking and writing
- Created and organized classroom activities
- Graded student assignments

PRESENTATIONS & WORKSHOPS

Long, Y., **Cheng, Z**. & Koehler, A. A. (April 2020). *Supporting Problem Solving with Online Discussions: A Social Network Analysis.* San Francisco, CA. 2020 American Educational Research Association (AERA) Annual Meeting

Koehler, A. A., **Cheng, Z**., Fiock, H., Janakiraman, S., & Wang, H. (April 2020). *Pushing the boundaries of PBL: Problem Design, Inquiry, Project-Based, and Case-Based Approaches.* San Francisco, CA. 2020 American Educational Research Association (AERA) Annual Meeting

Cheng, Z., Watson, S. L., Watson, W. & Janakiraman, S. (October 2019). Las Vegas, NV. *Attitudinal Learning in Large-enrollment Classrooms: A Case Study*. 2019 Association for Educational Communication and Technology (AECT) International Convention

Cheng, Z., Cheng, M., Wang, H., Tang, H., Wang, C., Stauffer, E. & Arrington, T. L. (October 2019). Las Vegas, NV. *What They Didn't Teach You in Graduate School: A Discussion Panel for Chinese Graduate and Visiting Students in LDT*. 2019 Association for Educational Communication and Technology (AECT) International Convention

Cheng, Z. & Zhou, S. (October 2019). Las Vegas, NV. *Supporting Undergraduate Students' Self-Efficacy for Self-Regulated Learning and Goal-Setting with Digital Badges*. 2019 Association for Educational Communication and Technology (AECT) International Convention

Cheng, Z., Richardson, J. & Newby, T. J. (October 2019). Las Vegas, NV. *Supporting Pre-Service Teachers' Goal-Setting with Digital Badges*. 2019 Association for Educational Communication and Technology (AECT) International Convention

Koehler, A. A., **Cheng, Z.**, Fiock, H., Janakiraman, S., & Wang, H. (October 2019). Las Vegas, NV. *Examining Students' Use of Online Case-based Discussions to Support Problem Solving*. 2019 Association for Educational Communication and Technology (AECT) International Convention

Cheng, Z. & Shuqi, Zhou (August 2019). Chicago, IL. Students' self-efficacy for self-regulated learning and grade goals in a badge-supported learning *environment.* American Psychological Association 2019*.* Proposal accepted.

Cheng, Z., Richardson, J. C. & Newby, T. J (August 2019). Chicago, IL. *Using open digital badges as goal setting facilitators: A multiple case study.* American Psychological Association 2019*.* Proposal accepted.

West, R., Clements, K., Hunsaker, E. W., **Cheng, Z.,** Askeroth, J., Peck, P., Gamrat, C., Randall, D., & Mims, C. (November 2017). Jacksonville, FL. *AECT open badge committee: expanding the use of micro credentials throughout AECT.* 2017 Association for Educational Communication and Technology (AECT) International Convention

Newby, T., & **Cheng, Z.** (November 2017). Jacksonville, FL. *Using open digital badges to enhance technology integration in pre-service teacher education.* 2017 Association for Educational Communication and Technology (AECT) International Convention

Richardson, J. C., Alshammari, A. N., Ashby, I., **Cheng, Z.,** Heo, D., Johnson, B. S., Lee, D., & Wang, H. (November 2017). Jacksonville, FL. *Building successful collaborative relationships between faculty and instructional designers.* 2017 Association for Educational Communication and Technology (AECT) International Convention

Richardson, J. C., Alshammari, A. N., Ashby, I., **Cheng, Z.,** Heo, D., Johnson, B. S., Krause, T., Lee, D., Randolph, A., & Wang, H. (April 2017). San Antonio, TX. *Building successful collaborative relationships between faculty and instructional designers.* 2017 American Educational Research Association (AERA) Annual Meeting

Cheng, Z. (October 2016). Las Vegas, NV. *The Impact of digital devices on decision-making in web searching process: A comparison between desktop computer and smartphone.* 2016 Association for Educational Communication and Technology (AECT) International Convention

Newby, T., **Cheng, Z.,** Heo, D. (October 2016). Las Vegas, NV. *Implementation of open digital badges within an online master program: Lesson learned.* 2016 Association for Educational Communication and Technology (AECT) International Convention

Newby, T., Heo, D., **Cheng, Z.,** Zywicki, C. (October 2016). Las Vegas, NV. *Impact of open digital badges on perceptions of learner confidence in a large educational technology course for pre-service teachers.* 2016 Association for Educational Communication and Technology (AECT) International Convention

Cheng, Z. (March 2016). West Lafayette, IN. *The influence of digital technologies on decision-making in web searching processes.* 10th Annual Graduate Student Education Research Symposium

INSTRUCTIONAL DESIGN EXPERIENCES

College of Education, Purdue University, West Lafayette, USA

Instructional Design Consultant   **Sep 2016 – Dec 2019**
- Provided technical support to instructors in a variety of disciplines
- Designed and developed instructional solutions for online instructors

- Assisted the development of online modules for distance learning

Subjects
- Language Study for Educators (Collaborating SME: Dr. Susan Britsch)
- Teaching English Language Learners (Collaborating SME: Dr. Susan Britsch)
- Statistics Online Course (Collaborating SME: Dr. Yukiko Maeda)

Krannert School of Management, Purdue University, West Lafayette, USA

Instructional Designer   **Jan 2016 – May 2017**
- Designed and developed instructional videos
- Collaborated with illustrators and script writers
- Created content document for each video
- Created storyboards for each video
- Communicated with SME

Project: Strategic Management Online Course (Collaborating SME: Dr. Richard Makadok)

College of Media and Communication, Shenzhen University, Shenzhen, China

Instructional Designer   **Sep 2013 – May 2014**
- Managed design projects
- Developed instructional tutorials

Project: Tutorials for non-linear editing systems (NLE)

Fantawild Holding Inc., Shenzhen, China

Animation Design Intern   **May 2012 – April 2013**
- Wrote stories for theme park projects
- Created storyboards for theme park projects
- Communicated with engineers regarding design issues

Project: Back to Qin Dynasty at the Fantawild theme park in Qinhuang Island

LEADERSHIP, COMMITTEE, AND EXTENSION

Graduate Student Education Council (GSEC), Purdue University, West Lafayette, IN

Vice President   **Sep 2018 – July 2019**
President   **Sep 2017 – Aug 2018**
- Provided vision and set goals for the organization
- Led panels
- Communicated with organization members and officers
- Helped manage conflicts
- Provided leadership
- Held public face and external representative

- Coordinated meetings/events
- Ensured good moral and teamwork

2019 AECT International Conference, Las Vegas, NV
SICET/AECT Conference Planner   **Nov 2018 – Present**
- Planned and organized SICET program
- Organized proposal reviews
- Created proposal call out fliers
- Communicated with other conference planners
- Facilitated SICET presentations
- Invited and communicated with the keynote speaker
- Collected feedback from presenters and audiences
- Created certificates and awards

2018 Annual Graduate Student Education Research Symposium
Conference Program Planner   **Dec 2017 – April 2018**
- Planned and organized conference program and detailed activities
- Communicated with different departments in the university
- Provided leadership and promoted teamwork
- Facilitated presentations in the conference
- Invited and communicated with the keynote speaker

Purdue Association of Learning Design and Technology (PALDT)
Purdue University, West Lafayette, IN
Vice President of Professional Development   **Sep 2016 – Aug 2017**
- Outreaching and communication
- Organized events that facilitate students' professional development

PROFESSIONAL MEMBERSHIP

Association for Educational Communication and Technology (AECT)	**Since 2015**
America Education Research Association (AERA)	**Since 2016**
American Psychological Association (APA)	**Since 2018**
International Society for Technology in Education (ISTE)	**Since 2018**

HONORS & AWARDS

2019 AECT International Conference TED Award for Best Proposal	**2019**
Learning, Design, and Technology Doctoral Dissertation Award	**2019**
Graduate Frank B. DeBruicker Graduate Award in Educational Technology	**2018**
Graduate Teaching Assistantship	**2016 – 2019**

Graduate Research Assistantship	**2015 – 2016**
Outstanding Graduate Award, Shenzhen University	**2013**
University Scholarship, Shenzhen University	**2009 – 2013**

VOLUNTEER AND SERVICE

2018 AECT International Conference, Kansas City, MO

Hongkong 2018 AECT International Conference, Hongkong, China

Metropolitan Museum of Art, New York, NY

Future China Initiatives (FCI), New York, NY

One to World, New York, NY